



School of Business & Leadership
MKTG 300
Marketing Research
Term: Winter 2022 (2021-02)
Number of Credits: 3

Course Outline

INSTRUCTOR: Dr. Patrick Rouble

OFFICE HOURS: contact via email

OFFICE LOCATION: off campus

CLASSROOM: A2402

E-MAIL: prouble@yukonu.ca

TIME: 7:00-8:30 PM

TELEPHONE:

DATES: Monday and Wednesday

COURSE DESCRIPTION

Upon completion of this course students will be able to utilize a wide variety of research tools in order to make informed marketing and business decisions. In order to better understand customers, markets, and the environment in which they operate, and drawing from behavioural and developmental psychology, sociology, economics, and applied mathematics, students will learn to gather information from existing sources, critically evaluate research, and conduct primary research. And, that during the course, students will be introduced to a variety of research methodologies and methods.

COURSE REQUIREMENTS

Prerequisite(s):

MKTG 231 Marketing Management

MATH 210 Applied Statistics

COMM 200 Intercultural Communication for Business

Or permission of the School of Business & Leadership

EQUIVALENCY OR TRANSFERABILITY

Receiving institutions determine course transferability. Find further information at:

<https://www.yukonu.ca/admissions/transfer-credit>

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

- Identify and consider significant Yukon characteristics (including political, economic, social, technological and demographic characteristics) that impact the community and economy.
- Identify management dilemmas and develop specific research questions that, when investigated, will help to inform decision making.
- Describe the attributes of various information sources (including primary, secondary and tertiary resources) and various research methodologies and methods. Including:

- a. qualitative and quantitative methodologies
 - b. interview, survey, experimental and data analysis (quantitative modelling) methods
- Access, analyse and apply scholarly research
 - Design, evaluate and use research tools (including interviews, surveys, experiments and data analysis (quantitative modelling)) designed to inform marketing decision making.
 - Create and present a marketing *research* plan

COURSE FORMAT

Delivery format

Class time will consist of instructor led presentations, student led presentations, learning activities (including debates, experiential activities (such as conducting interviews), and peer reviews), guest speakers, and field trips.

ASSESSMENTS:

Students will complete individual and group assignments worth a total of 60% of the final grade.

a. Researcher/Manager Interview

Students will individually interview a Yukon based researcher or manager and identify how their organization gathers and uses market research. Students will present their interview findings to the class orally. (10)

Due: Week 4.

b. Journal Article Review.

Students will individually identify and review a peer reviewed journal article related to marketing, research or an industry of their choice and present a creative poster of their findings. (10)

Due: Week 5.

c. Presentation of a Research Method

Students will lead the class in a lesson and learning activity related to the interviews, surveys, experiments, and data analysis (quantitative modelling techniques). (20)

Due: Interviews Week 7

Surveys Week 8

Experiments Week 9

Data Analysis (quantitative modelling techniques) Week 10

Focus Groups

d. Collaborative Creation of Research Tools (survey, interview, experiment, data analysis (quantitative modelling)).

In small groups, students will design, produce and test various research tools. (4*5) (20) Assignments will be due at the start of class 1 week following the Class presentation related to the research tool.

Due: Interviews Week 8

Surveys Week 9

Experiments Week 10

Data analysis (quantitative modelling techniques) Week 11

Leadership and Engagement. Students are expected to attend all classes and participate in a professional manner. (10)

Final Exam Project

Research Proposal. Students will individually submit a research proposal designed to inform a Yukon based management dilemma. This may be based on the issues identified in the Research/Manager Interview or other topic. It will include a summary of the management dilemma, development of a specific research question, a brief industry review, brief literature review and the creation of a situation specific, primary data collection tool (including interview questions, surveys, experiment design, data (quantitative modelling) analysis or other related materials), and a rationale for their use. A list of resources required (budget) and timeline is also required. Students will present a draft proposal to the class, provide constructive peer feedback and submit a final proposal. (30) Due: 1 Week after the last day of class. Late assignments will not be accepted.

Demonstrated Leadership & Engagement

This course is largely group based and adopts an experiential approach to learning. The learning outcomes will be achieved through active engagement in in all class activities. Leadership skills will be developed through collaboration with peers and group projects. Several evaluation methods will be utilized to assess engagement, including instructor feedback (through a rubric), self-assessment, and peer-assessment.

EVALUATION

Assignments	60%
Final Exam	30%
Leadership & Engagement	10%
Total	100%

COURSE WITHDRAWAL INFORMATION

Refer to the YukonU website for important dates.

TEXTBOOKS & LEARNING MATERIALS

Marketing Research Essentials (Canadian Edition) Wiley

ACADEMIC INTEGRITY

Students are expected to contribute toward a positive and supportive environment and are required to conduct themselves in a responsible manner. Academic misconduct includes all forms of academic dishonesty such as cheating, plagiarism, fabrication, fraud, deceit, using the work of others without their permission, aiding other students in committing academic offences, misrepresenting academic assignments prepared by others as one's own, or any other forms of academic dishonesty including falsification of any information on any Yukon University document.

Please refer to Academic Regulations & Procedures for further details about academic standing and student rights and responsibilities.

YUKON FIRST NATIONS CORE COMPETENCY

Yukon University recognizes that a greater understanding and awareness of Yukon First Nations history, culture and journey towards self-determination will help to build positive relationships among all Yukon citizens. As a result, to graduate from ANY Yukon University program, you will be required to achieve core competency in knowledge of Yukon First Nations. For details, please see www.yukonu.ca/yfnccr.

ACADEMIC ACCOMMODATION

Reasonable accommodations are available for students requiring an academic accommodation to fully participate in this class. These accommodations are available for students with a documented disability, chronic condition or any other grounds specified in section 8.0 of the Yukon University Academic Regulations (available on the Yukon University website). It is the student's responsibility to seek these accommodations by contacting the Learning Assistance Centre (LAC): LearningAssistanceCentre@yukonu.ca.

TOPIC OUTLINE

COURSE SCHEDULE and REQUIRED READING

Week	Theme	
1	Introduction to Marketing Research Theories and ways of Knowing Research Literacy	

2	Sources of Information Learning Commons and Journals	CHAPTER 1 The Role of Marketing Research in Management Decision-Making 2
3	Research Process, Ethics and Yukon Context	Appendix 1B Marketing Research Ethics 25
4	Defining the Research Question	CHAPTER 2 Problem Definition, Exploratory Research, and the Research Process 30
5	Secondary Sources	CHAPTER 3 Secondary Data Collection and Management 58
6	Research Methodologies	CHAPTER 4 Qualitative Research 82
7	Data Collection Methods- Interviews	CHAPTER 7 Questionnaire Design 192
8	Data Collection Methods-Surveys	CHAPTER 8 Primary Data Collection: Surveys 236
9	Data Collection Methods Experimentation	CHAPTER 10 Primary Data Collection: Experimentation and Test Marketing 294
10	Data Collection Methods-own source data analysis (quantitative modelling) (Customer Relationship Management software)	CHAPTER 13 Data Processing, Fundamental Data Analysis, and the Statistical Testing of Hypotheses 388
11	Data Analysis continued: Tests of Association and Quantitative Modelling	CHAPTER 14 Statistical Tests of Relation and Difference 442
12	Managing Marketing Research	CHAPTER 15 Communicating the Research Results and Managing Marketing Research 488
13	Research Proposal Presentations	

ASSIGNMENT DETAILS

- **Researcher/Manager Interview** Students will individually interview a Yukon based researcher or manager and identify how their organization gathers and uses market research? Students will present their interview findings to the class (10)

Rationale for Assignment

In order to gain an appreciation of why and how managers, in the Yukon, use research, in order to influence decision making, students will conduct an interview with a manager of their choice. They will identify a subject to interview, prepare interview questions, conduct an interview and present their findings. Students will inquire about research methods and tools used by the organization, identify Yukon characteristics that impact the organization, and identify a management dilemma that the organization faces. Students will give a 5-minute presentation of their interview and observations.

Objectives

- Contextualize the use of research.
- Identify real world methods of research.
- Identify real world management dilemmas.
- Create relationships with Yukon managers and business operators.
- Practice the research technique of interviewing including writing interview questions.
- Communicate findings verbally.
- Provide peer feedback.

Specific Student Instructions:

Students will identify a Yukon based researcher or manager to interview. The interviewee should be knowledgeable about the Yukon, the industry they operate in and marketing research. In advance of the interview the students will prepare interview questions designed to encourage a thoughtful examination of how the interviewee's organization conducts and uses market research. The student will also identify a dilemma or problem faced by the organization that could benefit from research.

Criteria	Minimally meets requirement	Satisfactorily meets requirements	Superior demonstration
Subject identification	Interviewee has some knowledge of Yukon and Marketing Research	Interviewee has knowledge of an Industry important to student	Interviewee can offer important insights into Yukon Economy, Politics and Culture

Interview Questions	Basic, fact finding questions were prepared	Questions designed to stimulate discussion and an examination of the topic were prepared.	Inquisitive, thought provoking questions that demonstrate prior research into the operations of the interviewee, were prepared.
Identification of Research Methods used	Organizational research methods were identified	Detailed information, and examples of research methods were presented	In addition to presenting detailed information, student presented a critical analysis of their use and application
Yukon Context	Some issues related to Yukon were identified	Significant PEST characteristics identified.	Important contextual, cultural and market characteristics were identified
Research Dilemma	Basic Research dilemma identified	Research dilemma, that demonstrates a solid understanding of the organization's operations identified	New, significant research dilemma identified

- **Journal Article Review.** Students will individually identify and review a peer review journal article related to marketing, research or an industry of their choice and present a creative poster of their findings. (10)

Rationale for Assignment

In order to demonstrate the ability to find relevant articles from scholarly journals and the ability to analyse articles, students will be asked to individually present a poster summarizing an article from an online journal. Students will post their posters in the classroom and share information with fellow students. Students will identify their favourite article, best described article and most creative poster.

Objectives:

There are several objectives for this assignment. These include:

- Having students access online journals.
- Searching online journals for relevant information.
- Analysing articles in order to find the thesis of the article and the key findings.
- Critically reviewing the article in order to identify problems, limitations or other issues.
- Identifying opportunities for the application of the findings.
- Practicing the citation of an article.
- Communicating findings with others,
- Creating a community of scholarship
- Creating an opportunity for peer feedback

Specific Student Instructions:

Find an interesting peer reviewed on-line journal article related to marketing, research or business. Analyse the article and identify the thesis of the paper, key findings, limitations and applications of the findings. Present why you chose the article, a brief summary of the contents of the article (including the main thesis and key findings), the correct APA (?) citation and a possible application of the information on a creative poster.

Criteria	Minimally meets requirement	Satisfactorily meets requirements	Superior demonstration
Article choice and rationale	Article is tangential to the course content.	Article is somewhat relevant to course	Article is relevant to the course and student

Identification of thesis	An attempt to identify the thesis was made	Thesis was identified	Thesis was identified in a clear, concise manner that engages the reader
Identification of main points	An attempt to identify the main points was made	Main points were identified	Main points were identified in a clear, concise manner that engages the reader
Correct citation	Article, Author and Journal was identified.	Attempt to cite article using APA was made.	Article correctly cited according to APA (?)
Application	An application of the findings was presented.	A real-world application of the findings was presented	A thoughtful, insightful, real-world application of the findings was presented in an engaging manner
Creativity	Boring	Ho-Hum	Wow
Bonus for	favourite article,	best described article	most creative poster

Group Presentation of a Research Method

In small groups, students will lead the class in a lesson and learning activity related to the interviews, surveys, experiments, and data analysis (quantitative modelling techniques). (20)

Due: Interviews Week 7

Surveys Week 8

Experiments Week 9

Data Analysis (quantitative modelling techniques) Week 10

Rationale for Assignment

As the presentation of information to others is an important tool for Business Administration students to master and that the sharing of information requires knowledge of the subject matter, student presentation of important course material will be used.

Objectives:

This exercise fosters:

- group work
- subject matter knowledge (key learning objective: Describe the attributes of various information sources (including primary, secondary and tertiary resources) and various research methodologies and methods.
- presentation skills
- application of new knowledge and skills
- a community of scholarship

Specific Student Instructions:

You get to be the teacher! You get to decide what it is that is important for your classmates to learn! You will help them to become master researchers!

In small groups students will review the course objectives and identified content for their assigned area. They will develop materials designed to present the information, identify a related article for the class to read prior to the class, present topic specific information and lead the class in an exercise designed to help students develop the skills and knowledge to conduct their assigned form of research.

Criteria	Minimally meets requirement	Satisfactorily meets requirements	Superior demonstration
Learning Objectives Addressed	Basic topics identified		Objectives identified and justified
Lesson Content	Material from the textbook presented	Information important to subject presented	Material from a variety of sources presented
Learning Activity	Activity barely covers topic	Activity helps classmates develop competency	Classmates engaged and developed mastery
Required Reading	Article was tangential to topic	Article related to topic	Article offered new, insightful information important to new researchers
Topic Competency	Basic example	Strong example	Excellent example presented

Collaborative Creation of Research Tools (survey, interview, experiment, data analysis (quantitative modelling) (4 projects * 5) 20

In small groups, students will design, produce and test various research tools. (4*5) (20) Assignments will be due at the start of class 1 week following the Class presentation related to the research tool.

Due: Interviews Week 8

Surveys Week 9

Experiments Week 10

Data analysis (quantitative modelling techniques) Week 11

In small groups, following the lesson related to each research methods, students will produce an example of each research tool. For clarity, in Week 7, students will produce an Interview script, in week 8 a Survey, in week 9 an Experiment, and in week 10 a Data Analysis (quantitative model). Students are expected to test their research tool, analyse the results and refine the tool.

A written summary, including a real or hypothetical management dilemma and research question, example of the research tool, rationale for using the tool, and rationale for tool design is due at the start of the following class.

	Minimally meets requirement	Satisfactorily meets requirements	Superior demonstration
Management Dilemma and Question			
Quality of tool produced			
Rationale for using tool			
Rationale for tool design			
Quality of data provided			

Final Exam Project

Research Proposal. Students will individually submit a research proposal designed to inform a Yukon based management dilemma. This may be based on the issues identified in the Research/Manager Interview or other topic. It will include a summary of the management dilemma, development of a specific research question, a brief industry review, brief literature review and the creation of a situation specific, primary data collection tool (including one of the following: interview questions, surveys, experiment design, data (quantitative modelling) analysis or other related materials), and a rationale for their use. A list of resources required (budget) and timeline is also required. Students will present a draft proposal to the class, provide constructive peer feedback and submit a final proposal. (30) Due: 1 Week after the last day of class. Late assignments will not be accepted.

	Minimally meets requirement	Satisfactorily meets requirements	Superior demonstration
Management Dilemma and Question			
Industry Review			
Brief Literature Review			
Quality of tool produced			
Rationale for using tool			
Rationale for tool design			
Quality of data provided			
Budget and Timeline			
Quality of Presentation			
Quality of peer feedback			